



For Immediate Release

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**Keep Houston Beautiful Rallies Volunteers to Participate in Keep Houston Beautiful Day as Part of the 2008 Great American Cleanup:
*Campaign for a Cleaner, Greener America***

Mayor Pro-Tem Adrian Garcia and Council Member James Rodriquez
Will Rally Volunteers to Keep the “Great” in Houston’s Great Outdoors

(Houston, Texas – April 2, 2008)... Mayor Pro-Tem Adrian Garcia and Council Member James Rodriquez will join neighborhood volunteers to improve the quality of life in the East End as they clean up litter-strewn streets and vacant lots and fix up and beautify public spaces during Keep America Beautiful®’s **Great American Cleanup™**, the nation’s largest annual community improvement program, Keep Houston Beautiful’s kickoff event is on Saturday, April 5th at the Eastwood Park, 5000 Harrisburg. To volunteer for the East End site or one of the other 21 locations city-wide, call 713-839-8855 or visit www.houstonbeautiful.org.

“Finding ways to improve the nation’s communities – and our overall environment – is not only one of Keep America Beautiful’s main objectives, but it’s also a topic that is increasingly top-of-mind with most Americans,” said Matthew McKenna, president of Keep America Beautiful. “In its 24th year, the Great American Cleanup continues to be a vehicle for volunteers across the country, driving them to take a hands-on approach to sustainability by conducting cleanups, recycling drives, tree and flower plantings and other community improvement activities.”

“Houston has proudly participated in the Great American Cleanup for 15 years through its signature Keep Houston Beautiful Day event,” said Bill Linthicum, chairman of Keep Houston Beautiful and area president of Republic Services. “Registered participants receive free t-shirts and are eligible to win tickets to an Astros game.” Houston’s Great American Cleanup campaign runs from April 5 – May 31.

Greater East End Management District is hosting the KHB Day featured cleanup site at Eastwood Park from 8:00 am – 12:00 noon. Volunteers from Austin High School, University of Houston Environmental Club, CenterPoint Energy, Petroleum Accountants Society, Yes Prep, Eastwood Academy, Forest Park Cemetery, Idylewood Civic Club, Open Door Mission, Top Teens, Lamar High Schools, Texas Youth Commission and Republic Services have pledged to “fight dirty” to improve the Second Ward.

Houston companies underwriting Keep Houston Beautiful Day are: Republic Services, Astros, Silver Eagle Distributors and First Community Credit Corporation. Sponsors of the East End cleanup include: Café Flores, LyondellBasel, METRO, Oak Farms Dairy, Fiesta, Dinner Bell Café, Comerica, Kroger, Three Sisters Nursery, Mike Garver Real Estate, and HEB.

Linthicum added, “Numerous city agencies support KHB Day activities including: Neighborhood Protection Corps, Solid Waste Management, Right-of-Way Mowing, Mayor’s Citizens Assistance Office and Storm Water Management. When groups work together as a team the cleaning process is easier and so much is accomplished.”

The national Great American Cleanup takes place from March 1- May 31 annually. This year, an expected 3 million volunteers will get involved and campaign for a 'cleaner, greener America' by participating in 30,000 community improvement activities and educational workshops happening in over 17,000 communities nationwide. All will spread the message of individual responsibility to keep America's communities clean, green and beautiful.

President George W. Bush will serve as Honorary Chair of the Great American Cleanup for the sixth consecutive year. First Lady Laura Bush will be joining him as Honorary Chair for the fourth consecutive year.

America's leading companies support this *campaign for a cleaner, greener America*. The National Sponsors of the 2008 Great American Cleanup are: American Honda Motor Co., Inc., The Dow Chemical Company, Firestone Complete Auto Care™ and Tires Plus™, GLAD® ForceFlex Trash Bags, Pepsi-Cola Company, Sam's Club®, The Scotts Miracle-Gro Company, Sprint Foundation, Troy-Bilt® Lawn and Garden Equipment, Waste Management, Inc. and the Wm. Wrigley Jr. Company; Educational Partners: ReCellular, Inc. and Rubber Manufacturers Association.

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. This national nonprofit forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. The **Great American Cleanup** is one of its many programs that encourage people to care for communities through volunteer participation. To join the Great American Cleanup and *campaign for a cleaner, greener America* visit www.kab.org

About Keep Houston Beautiful

As a national award-winning Keep America Beautiful affiliate, Keep Houston Beautiful has worked with all segments of the community for more than 30 years to educate and empower individuals to take greater responsibility for beautifying and enhancing Houston's environment. Each year's successes have created a cleaner and healthier city for all Houstonians. For more information, visit www.houstonbeautiful.org

Registered Keep Houston Beautiful Day Cleanup Sites:

Main Site

Greater East End Management
District
Eastwood Park
5000 Harrisburg
Zip Code: 77011
Key Map: 797 T
Council District: I and H
Number of volunteers: 300
Project: litter abatement, park and
trail cleanup, and landscaping
Martin Chavez – 713-928-916

Angel of Mercy
4500 Yellowstone Blvd
Zip Code: 77021
Key Map: 533 L
Council District: D
Number of volunteers: 50
Project: landscaping
Stanley Harris – 409-284-4680

Bethel Baptist
College Memorial Park
Cemetery
3500 West Dallas Avenue
Zip Code: 77019
Key Map: 493 J
Council District: D, G and I
Number of volunteers: 120
Project: cemetery cleanup
Pastor Robertson – 713-504-2506

Briar meadow HOA
Briar meadow Park
7703 Richmond
Zip Code: 77063
Key Map: 490 Z
Council District: G
Number of volunteers: 30
Project: Park and neighborhood
cleanup, and playground
improvements
Robert Schaeffer – 713-241-8357

Descendants of Olivewood
1300 Court Street
Zip Code: 77007
Key Map: 493 E
Council District: H
Number of volunteers: 20
Project: cemetery cleanup
Margot Williams – 713-682-3338

Dove Outreach Ministries
4010 Bellfort Street
Zip Code: 77051
Key Map: 533 W
Council District: D
Number of volunteers: 15
Project: vacant lot cleanup
Tracy Jones – 281-827-0648

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 Generation One
 2600 Nagel Street
 Zip Code: 77004
 Key Map: 493 Y
 Council Districts: C, D and I
 Number of volunteers: 20
 Project: third ward vacant lot
 cleanup
Bill Bobo – 713-202-0306

Japhet Civic Association
 4601 Clinton Dr
 Zip Code: 77020
 Key Map: 494 K
 Council District: B, H and I
 Number of volunteers: 20
 Project: Bayou cleanup
Brian Herod – 713-500-3758

Meadowbrook freeway Civic
 Association
 8102 Rock hill
 Zip Code: 77061
 Key map: 535 Y
 Number of volunteers: 20
 Project: neighborhood beautification
Mike Cordova – 713-837-7205

Southeast Coalition of Civic Clubs
 Johnson Library
 3517 Reed Road
 Zip Code: 77051 – Key Map: 573 B
 Council District: D
 Number of volunteers: 60
 Project: tree planting
Bessie Swindle – 713-208-0359

Sharpstown Civic Association
 Sharpstown Section II.
 7018 Mobud Drive
 Zip Code: 77074 – Key Map: 531 J
 Council Districts: C and F
 Number of volunteers: 10
 Project: litter prevention
Paul Schooley – 281-802-8304

Glass free grounds – Moody
 Park
 3721 Fulton
 Zip Code: 7700
 Key Map: 453 Y
 Council District: H
 Number of volunteers: 50
 Project: Glass debris pickup and
 art project with HSPVA
Maria Nelson – 713-448-4555

L.U.L.A.C. University of
 Houston – 5000 Harrisburg
 Zip Code: 77011
 Key Map: 797 T
 Council Districts: I and H
 Number of volunteers: 25
 Project: Adopt-A-Block
Raymond Ruiz – 713-478-5945

Overbrook Civic Club
 6200 Bellfort
 Zip Code: 77087
 Key Map: 534 Y
 Council District: I
 Number of volunteers: 20
 Project: esplanade beautification
Ron McLeland – 281-795-7471

Mission Houston

- Burnett Bayland Park – 6000 Chimney Rock
 Zip Code: 77081 – Key Map: 531 F
 Council Districts: C and F
 - Edgewood Park – 5803 Bellfort Avenue
 Zip Code: 77033 – Key Map: 534 X
 Council Districts: D and E
 - Freed Park – 7020 Shadyvilla Lane
 Zip Code: 77055 – Key Map: 451 Y
 Council District: A
 - Memorial Park – 6501 Memorial Dr
 Zip Code: 77007 – Key Map: 492 K
 Council Districts: G and H
 - Sunnyside Park – 3502 Belfort
 Zip Code: 77051 – Key Map: 533 X
 Council District: D
- Number of volunteers: 281
 Project: Parks cleanups
Michael Aceves-Lewis – 713-725-8256

Idylwood Civic Club –
 Boy Scout Troop 211
 1404 North MacGregor Way
 Zip Code: 77023
 Key Map: 534 D
 Council Districts: H and I
 Number of volunteers: 12
 Project: storm drain stenciling
Aaron Babin – 713-254-4914

MacGregor Palm-Terrace Civic
 Ass
 6000 Martin Luther King
 Zip Code: 77021
 Key Map: 534 J
 Council District: D
 Project: Tree planting
James Anthony – 713-747-8182

Project Respect
 5600 Polk Street
 Zip Code: 77023
 Key Map: 494 Y
 Council District: H and I
 Number of volunteers: 100
 Project: cemetery cleanup
W.W. Jones – 713-494-9306

-more-

Registered Great American Cleanup Projects:

Date: April 11, 2008

Descendants of Olivewood, Inc.
Olivewood Cemetery- Cleanup
1300 Court St.
Houston, TX. 77007
Contact: Margot Williams
Phone: 713-682-3338

Date: April 12, 2008

Mission Houston
Cleanup

- Agnes Moffitt Park
- Stude Park
- Moody Park
- Mason Park
- Hermann Park

Contact: Michael Lewis
Phone: 713-725-8256

Bellfort Place CA
12001 Poulson Dr. - Neighborhood cleanup, plant
trees/shrubs
Contact: Ginger Greater
Phone: 713-779-8445

Pecan Park HOA
Neighborhood Cleanup
Contact: Rodney James
Phone: 832-244-4303

Chasewood Civic Assn.
7622 Chasewood Dr. - Neighborhood cleanup-delitter,
plant trees
Contact: Australia Alexander
Phone 281-437-8345

Date: April 19, 2008

Metro Bank N.A.
Adopt-A-Block Cleanup
Bellaire Blvd. from Corporate Dr. to Beltway 8
Contact: Sara Kelley
Phone: 713-414-3523

New Braeswood Revitalization Assn.
Neighborhood Beautification
Contact: Ruth Hurst
Phone: 713-776-2760

Date: April 19, 2008

Houston Astros & KHB
East Downtown Management District area-Tree planting
Contact: Robin Blut
Phone: 713-839-8855

Bethany Baptist Church
Date: 7304 Homestead- Cleanup
Contact: Sherry Simien
Phone: 713-633-4831

Date: April 26, 2008

Fifth Ward CRC
1305 Benson-Cleanup
Contact: Rashanique Williams
Phone 713-647-0175

City of Houston
Alief Community Park-Cleanup
11903 Bellaire Blvd.
Contact: Dawn Hurd
Phone 713-247-2002

LyondellBasell Industries Global Care Day
Houston Arboretum
4501 Woodway Dr.
Tree planting & trail enhancement
Contact: Judy Westbrook
Phone: 713-652-4506
Cell: 281-798-6789